

ORDER



Orders
Order / Rev: 68962
Alt Order #: 9853546 /Brad
Product Desc: John McNally-SD15
Estimate:
Flight Dates: 10/30/12 - 11/05/12
Original Date / Rev: 10/29/12 / 10/29/12
Order Type: GENERAL

WLYH CW15

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Red Maverick Media
Buying Contact:
Billing Contact:
 401 N 2nd Street
 Harrisburg, PA 17101

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: McNally/R/PA Senate
Demographic: A35+
Product Codes: State Elections
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	99	\$6,300.00	\$5,355.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	99	\$6,300.00	\$5,355.00	0.00
Totals	99	\$6,300.00	\$5,355.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WLYH CW15	5%	\$6,300.00
Market	100%	\$126,000.00

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	95%	\$119,700.00
WGAL	0%	\$0.00
WHP	0%	\$0.00
WHTM	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WLYH	10/30/12	11/05/12	Daily Buzz Daily Buzz	CM	7-9a	MTWTF--	:30	5	\$20.00	P-3	0.00	NM	5	\$100.00
N 2	WLYH	10/30/12	11/05/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	MTWTF--	:30	5	\$35.00	P-3	0.00	NM	5	\$175.00
N 3	WLYH	10/30/12	11/05/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	MTWTF--	:30	5	\$35.00	P-3	0.00	NM	5	\$175.00
N 4	WLYH	10/30/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	5	\$35.00	P-3	0.00	NM	5	\$175.00
N 5	WLYH	10/30/12	11/05/12	M-F 12p-1p M-F 12p-1p	CM	12p-1p	MTWTF--	:30	5	\$35.00	P-3	0.00	NM	5	\$175.00
N 6	WLYH	10/30/12	11/05/12		CM	1p-2p	MTWTF--	:30	5	\$35.00	P-3	0.00	NM	5	\$175.00

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WLYH CW15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 1p-2p M-F 1p-2p											
N 7	WLYH	10/30/12	11/05/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	MTWTF--	:30	5	\$35.00	P-3	0.00	NM	5	\$175.00
N 8	WLYH	10/30/12	11/05/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	MTWTF--	:30	5	\$50.00	P-3	0.00	NM	5	\$250.00
N 9	WLYH	10/30/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	5	\$35.00	P-3	0.00	NM	5	\$175.00
N10	WLYH	10/30/12	11/05/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	MTWTF--	:30	5	\$25.00	P-3	0.00	NM	5	\$125.00
N11	WLYH	10/30/12	11/05/12	M-F 6p-7p M-F 6p-7p	CM	6p-7p	MTWTF--	:30	5	\$30.00	P-3	0.00	NM	5	\$150.00
N12	WLYH	10/30/12	11/05/12	Sat-Sun Rotation Sa-Su 12p-7p	CM	12p-7p	-----SS	:30	5	\$25.00	P-3	0.00	NM	5	\$125.00
N13	WLYH	10/30/12	11/05/12	M-F 10p-1030p News CBS 21 News on CW 15	CM	10p-1030p	MTWTF--	:30	5	\$65.00	P-3	0.00	NM	5	\$325.00
N14	WLYH	10/30/12	11/05/12	Sa-Su 10p-1030p News CBS 21 News on CW 15	CM	10p-1030p	-----SS	:30	10	\$60.00	P-3	0.00	NM	10	\$600.00
N15	WLYH	10/30/12	11/05/12	Sat Reg 1 Sat 8p-9p	CM	8p-9p	-----S-	:30	2	\$90.00	P-3	0.00	NM	2	\$180.00
N16	WLYH	10/30/12	11/05/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	:30	1	\$90.00	P-3	0.00	NM	1	\$90.00
N17	WLYH	10/30/12	11/05/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	:30	2	\$85.00	P-3	0.00	NM	2	\$170.00
N18	WLYH	10/30/12	11/05/12	Sun Reg 3 Sun 9p-10p	CM	9p-10p	-----S	:30	1	\$85.00	P-3	0.00	NM	1	\$85.00
N19	WLYH	10/30/12	11/05/12	Mon Reg 1 Mon 8p-9p	CM	8p-9p	M-----	:30	2	\$175.00	P-3	0.00	NM	1	\$175.00
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 2 WLYH 10/30/12-11/05/12 Mon Reg 1 8p-9p M----- :30 (\$175.00) 0.00 NM See MG 20.3,20.4,20.5,20.6,20.7 [No Avail]															
N20	WLYH	10/30/12	11/05/12	Mon Reg 2 Mon 9p-10p	CM	9p-10p	M-----	:30	2	\$175.00	P-3	0.00	NM	6	\$600.00
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 2 WLYH 10/30/12-11/05/12 Mon Reg 2 9p-10p M----- :30 (\$175.00) 0.00 NM See MG 20.3,20.4,20.5,20.6,20.7 [No Avail]															
3	WLYH	10/30/12-11/05/12	Sa Prime Access Rotator	7p-8p			-----Sa--	:30		\$50.00		0.00	NM		
Ⓜ MG for 19.2,20.2 [MG within Flight]															
4	WLYH	10/30/12-11/05/12	Sa Prime Access Rotator	7p-8p			-----Sa--	:30		\$50.00		0.00	NM		
Ⓜ MG for 19.2,20.2 [MG within Flight]															
5	WLYH	10/30/12-11/05/12	Sun Reg 1	7p-8p			-----Su	:30		\$100.00		0.00	NM		
Ⓜ MG for 19.2,20.2 [MG within Flight]															
6	WLYH	10/30/12-11/05/12	Sun Reg 1	7p-8p			-----Su	:30		\$100.00		0.00	NM		
Ⓜ MG for 19.2,20.2 [MG within Flight]															
7	WLYH	10/31/12-11/05/12	M-F 730p-8p	730p-8p			M-WThF----	:30		\$125.00		0.00	NM		
Ⓜ MG for 19.2,20.2 [MG within Flight]															
N21	WLYH	10/30/12	11/05/12	Tue Reg 1 Tue 8p-9p	CM	8p-9p	-T-----	:30	2	\$175.00	P-3	0.00	NM	2	\$350.00
N22	WLYH	10/30/12	11/05/12	Tue Reg 2 Tue 9p-10p	CM	9p-10p	-T-----	:30	2	\$175.00	P-3	0.00	NM	2	\$350.00

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WLYH CW15

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N22	WLYH	10/30/12	11/05/12	Tue Reg 2 Tue 9p-10p	CM	9p-10p	- T- - - - -	:30	2	\$175.00	P-3	0.00	NM	2	\$350.00
N23	WLYH	10/30/12	11/05/12	Wed Reg 1 Wed 8p-9p	CM	8p-9p	- - W- - - -	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
N24	WLYH	10/30/12	11/05/12	Wed Reg 2 Wed 9p-10p	CM	9p-10p	- - W- - - -	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
N25	WLYH	10/30/12	11/05/12	Thu Reg 1 Thu 8p-9p	CM	8p-9p	- - - T- - -	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
N26	WLYH	10/30/12	11/05/12	Thu Reg 2 Thu 9p-10p	CM	9p-10p	- - - T- - -	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
N27	WLYH	10/30/12	11/05/12	Fri Reg 1 Fri 8p-9p	CM	8p-9p	- - - - F- -	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
N28	WLYH	10/30/12	11/05/12	Fri Reg 2 Fri 9p-10p	CM	9p-10p	- - - - F- -	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/30/12	11/05/12	- - - - F- -	1	\$150.00	0.00								
													Totals	99	\$6,300.00